

## How To Apply Eye Shadow

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### APPLICATION TIPS

For the best results, use three shades to shape the eye. These three shades consist of a highlighter, mid-tone (crease) shade and contour shade.

#### **Use a light shade such as Pearl Beige as your highlighter color.**

Highlighter should be applied to your eye lid, blending up toward your brow bone. For a fashionable look, you may also want to apply highlighter to the inner corner of the eye to create a 'wide awake' look.

#### **Use a mid-tone shade such as Taupe or Copper to define the crease of the eye.**

To apply, start from the outside of the crease and gently move your brush across the crease toward your nose. Make sure to blend well with the highlighter shade so that there are no harsh edges.

#### **For contouring the eyes, use the darkest of the three shades, such as Espresso.**

Apply your contour shade from the outer corner of your eye to the crease, blending slightly inward. The contour shade should only be applied to the outer third of the eyelid. You may also want to use the contour shade as an eye liner. Please see eye liner application tips.

For a smokey eye effect, you can use your contour or mid-tone color all over the lid, beginning at the lash line and blend as you move upwards to the crease. Make sure to blend well for the true "smokey eye" look!

#### **Tip:**

Dark tones make the area seem more dramatic and receding. Lighter shades will bring attention to the eyes and make them appear larger.

- **If you are looking for makeup without titanium or titanium dioxide, Rejuva Minerals is your one stop shop!**
- **Rejuva Minerals also offers mica free makeup!**